

WHAT IS CLAIMED IS:

- 1 1. An applicator device for applying a composition comprising:
2 a flexible container configured to hold the composition;
3 a body having:
4 a piercing section including a piercing element for piercing
5 the flexible container upon movement of the flexible container from a storage
6 position to a use position,
7 a passage in communication with the flexible container, and
8 a flexible gripping section having a pair of opposing
9 substantially planar elements for selective squeezing engagement of the flexible
10 container to force the composition out of the flexible container; and
11 an applicator tip member coupled to the body to receive the
12 composition from the passage upon squeezing of the flexible gripping section.
- 1 2. The applicator device of claim 1, wherein the flexible container
2 includes least one pleat to facilitate squeezing of the flexible container.
- 1 3. The applicator device of claim 1, wherein each substantially planar
2 element includes a detent for engagement with the detent of the opposing
3 planar element, whereby the amount of movement allowed by the detents
4 determines an amount of composition received by the applicator tip member.
- 1 4. The applicator device of claim 1, further comprising a cap to enclose
2 the applicator tip member.
- 1 5. The applicator device of claim 1, wherein the body includes a holder
2 having at least one positioning ridge and the flexible container includes at least
3 one complementary positioning element for engagement with the at least one
4 positioning ridge.

1 6. The applicator device of claim 5, wherein the holder includes a single
2 positioning ridge and the flexible container includes a complementary use
3 positioning element for engagement with the positioning ridge in the use
4 position, and a complementary storage positioning element for engagement with
5 the single positioning ridge in the storage position.

1 7. The applicator device of claim 5, wherein the holder includes a use
2 positioning ridge and a storage positioning ridge, and the flexible container
3 includes a single complementary positioning element for engagement with the
4 use positioning ridge in the use position and with the storage positioning ridge in
5 the storage position.

1 8. The applicator device of claim 1, wherein the applicator tip member
2 includes a plurality of nubs and at least one pick.

1 9. The applicator device of claim 1, further comprising at least one of an
2 oral composition and a topical composition.

1 10. The applicator device of claim 9, wherein the oral composition
2 includes at least one essential oil and has a viscosity of no less than about 6000
3 centipose (cps) and no greater than about 8000 cps.

1 11. The applicator device of claim 9, wherein the oral composition
2 includes a mixture including menthol, thymol, eucalyptus, and methyl salicylate.

1 12. The applicator device of claim 1, wherein the body further comprises
2 at least one of a valve and a single direction metering valve.

1 13. A method of making an applicator device for applying composition to
2 a user, the method comprising the steps of:

3 a) providing a body including a passage extending through a
4 piercing element of the body;

5 b) providing an applicator tip member configured to apply the
6 composition on the body via the passage; and

7 c) coupling a flexible container, configured to hold the composition,
8 to the body such that the piercing element pierces the flexible container upon
9 movement of the flexible container from a storage position to a use position;

10 wherein the flexible container includes a pair of opposing
11 substantially planar elements that extend as part of the body to communicate the
12 composition to the applicator tip member.

1 14. The method of claim 13, wherein the coupling step includes
2 irremovably coupling the flexible container to the body in the storage position
3 such that movement to the use position causes piercing of the flexible container.

1 15. The method of claim 14, wherein movement to the use position is
2 irreversible.

1 16. An applicator device comprising:
2 a flexible container for holding a composition;
3 a body configured to hold the flexible container in one of a storage
4 position and a use position, the body including a passage in communication with
5 the flexible container;
6 a piercing section including a piercing element for piercing the
7 flexible container upon movement of the flexible container from the storage
8 position to the use position; and
9 an applicator tip member coupled to the body to receive the
10 composition from the passage upon squeezing of the flexible container.

1 17. The applicator device of claim 16, further comprising a cap to
2 enclose the applicator tip member.

1 18. The applicator device of claim 17, wherein the cap includes a pick for
2 use in cleaning teeth of the user.

1 19. The applicator device of claim 16, further comprising at least one of
2 an oral composition, a cream, an ointment, a fluid, and a flowable material.

1 20. The applicator device of claim 19, wherein the oral composition
2 includes a mixture including menthol, thymol, eucalyptus, and methyl salicylate.